

Design 101

July 11, 2017
Winchester, VA



Where is your community in the Main Street Process?

- New to Main Street; just starting a community conversation
- Old-timer but ready to reboot the conversation
- Things are going great, just here to make sure you aren't missing anything

DESIGN...

...encompasses everything you see and
manages the physical context for your

Transformational Strategies



The Main Street Approach®

- COMMUNITY VISION
- MARKET UNDERSTANDING



- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES

Transformational Strategies

But to Start...

- Be Present to Who You Are as a place
- Location
- Market Area
- Physical Character
 - Topography
 - Transportation
 - Buildings
 - Spaces
 - Unique Attributes



A Main Street Story

Winchester in the 70s



Today





What shaped your town in
general and downtown in
particular?



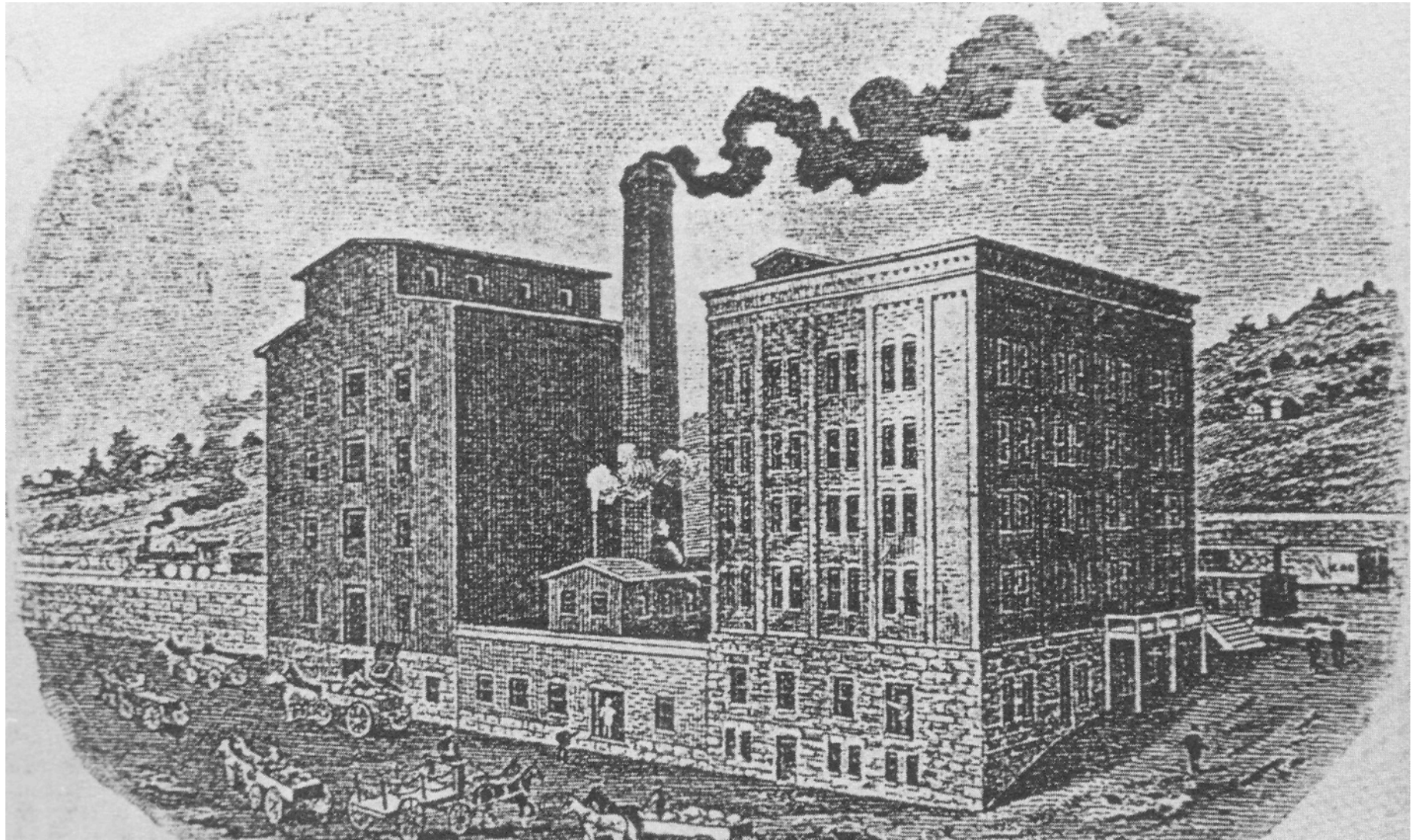
**What Exists Today as an
Expression of that History?**



Mill Settlement



County Seat



Industrial - Mining, Logging, Early Factory

VIRGINIA.



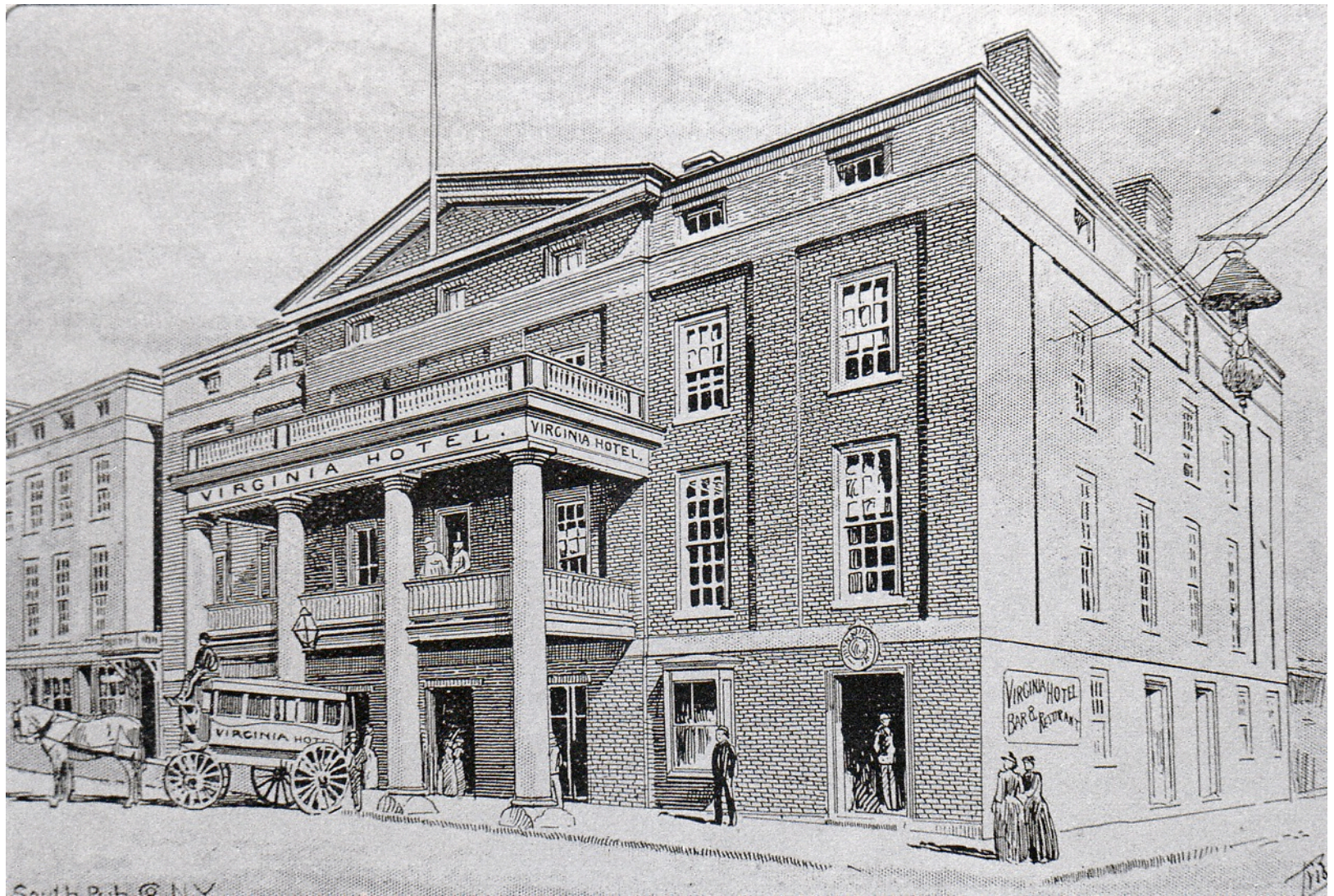
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LUNATIC ASYLUM, AT STAUNTON.

Institutional - Educational and Medical



Trade and Commerce



Hotels



Entertainment Venues

Means of Transportation



Water



Roads



Railroads



Automobile



- Downtown Street Grid with Major Roads
- Warehouse District related to Transportation
 - RR
 - Water
 - Roads
- Surrounding Residential Neighborhoods

Universal Design Features/Characteristics



Built Over Time



Architecturally Diverse



Zero Setbacks



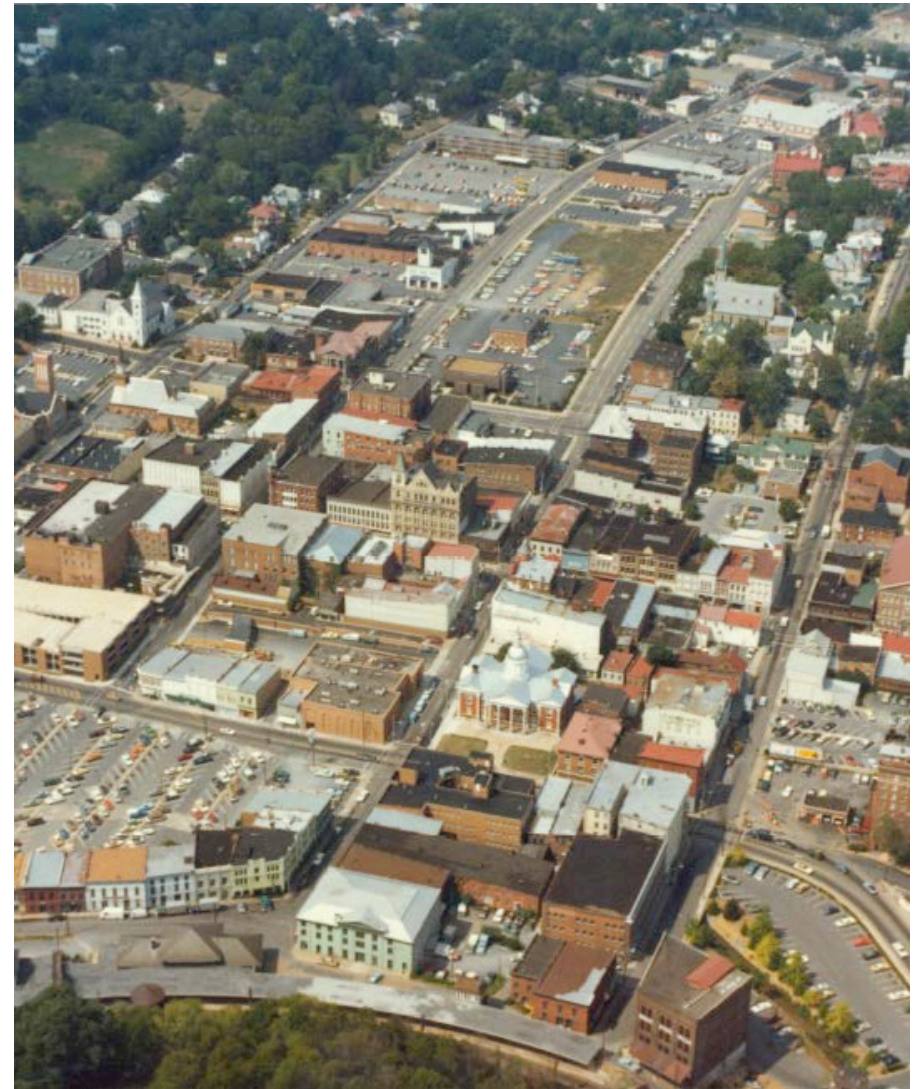
Pedestrians First – Automobiles Later



Mixed-Use and Multi-Story



Mixture of Public/Private/Institutional Ownership



Impact of Urban Renewal

DESIGN PRINCIPLES





Preservation and Adaptive Reuse



Mixed-Use



YES!



NO

Authenticity



Contextual New Design



Quality Execution



Pedestrian Friendly



Continual Maintenance & Curb Appeal!

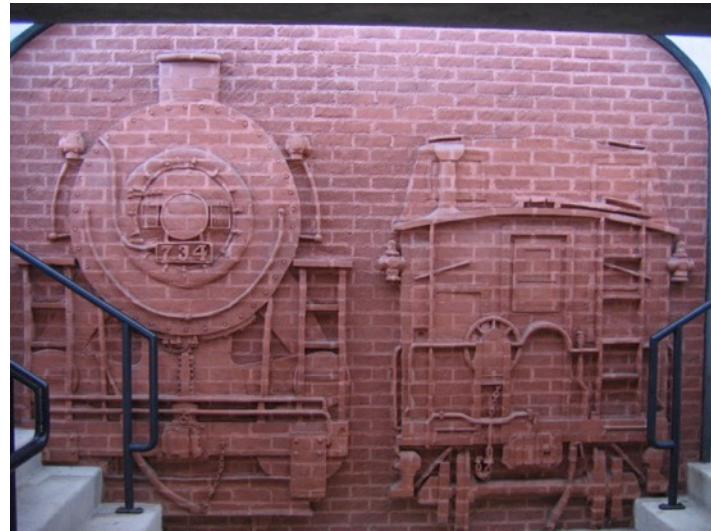
DESIGN:
SET YOUR GOALS
BY ASKING...



Can visitors easily find our downtown?



Once there, is it well maintained and inviting?



Is the visitor/resident experiencing
our community story?



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TRANSFORMATION STRATEGY

TRANSFORMATION STRATEGY

- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES

DESIGN

ORGANIZATION

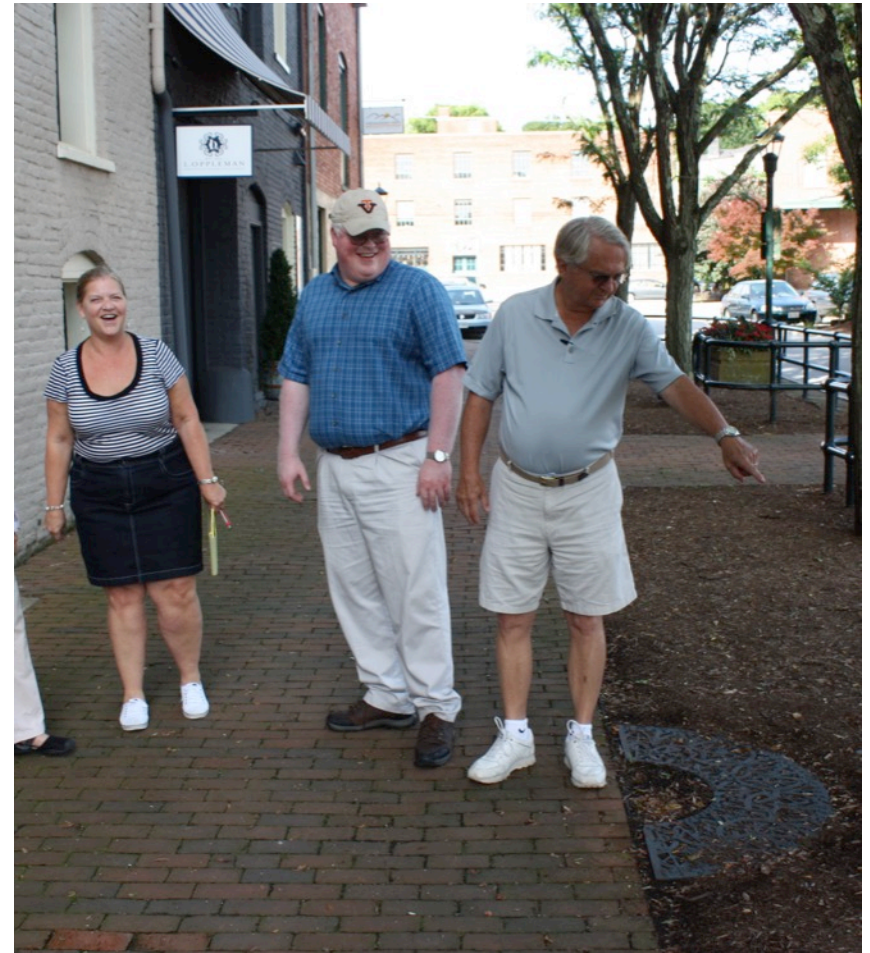
PROMOTION

ECONOMIC VITALITY

What Design Steps are needed to support your Transformational Strategies?

Take a Hike!

1. Walk your downtown
2. Drive your corridors to downtown from your key gateways
3. Pretend you are:
 - A first-time visitor;
 - A first-time shopper;
 - A downtown resident.



Why?

- You will see your downtown in a way that you have not seen it lately,
- Together, you will capture the cool things in your downtown and the design issues out there right now!

How?

- Put together a team if you don't have a design committee
- Break it down into several tours
- Give participants different “hats” to wear based on Transformational Strategies
- Look at the character and condition
- Include all elements: Streets, sidewalks, utilities, buildings, paint, signs, awnings, etc

How? (cont.)

- Take lots of pictures
- Note observations on maps
- Use assessment form
- Brainstorm ideas along the way
- Meet and assemble ideas

What you might find...

- Deferred maintenance
- Bad design choices
- Poorly executed improvements
- Vacant lots due to demolition
- Terrible signs
- Overhead wires/unattractive utilities
- Deteriorated elements ranging from awnings to sidewalks

A Good Story...



Orange



After Virtual Tour and Assessment

The Bigger Picture

- Look at why your community exists
- What interesting or unique aspects are still there that can be called out and celebrated?
- Now, look at the results of your tour with your history, character, current conditions in mind.
- What are your **Transformations Strategies**?
- What areas of design need to be addressed to support these strategies?

DESIGN: ACTION PLAN



To Do List

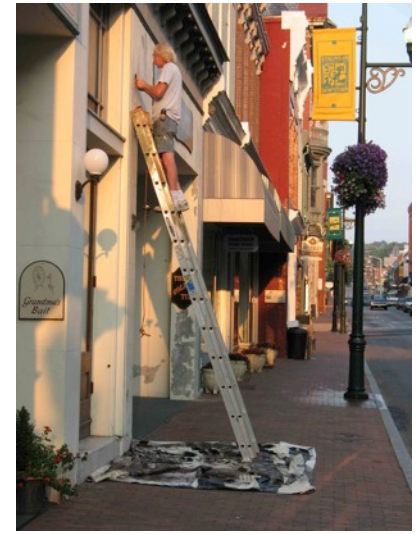
- Make a Work Plan: short and long term projects
- Public and Private Sector
- Prioritize
- Make a timeline
- Designate project managers for various projects
- Identify funding sources

Sample Short Term and Small Projects

- Façade improvements
- Public improvements
 - Banners
 - New trash cans
 - Painting utility poles
 - Removing sign clutter
 - Adding planters or flower baskets
 - Restriping crosswalks, parking lots

Sample Longer-Term Projects

- Buildings
 - Feasibility Studies for Underutilized Buildings
 - New Infill Construction Opportunities
- Public Improvements
 - New sidewalks, street lights
 - Better entry features and traffic circulation
 - New landscaping, plazas or open spaces



Ongoing Projects:
Maintenance, Maintenance, Maintenance

DESIGN: FINANCIAL TOOL KIT

Building Rehabilitation

- Historic Tax Credits
- Enterprise Zone and other DHCD grants
- Local Tax Abatement
- New Market Credits
- Foundation Grants
- EDA

Public Improvement Funding

- Local Tax Base
- VDOT
- CDBG Grants
- Private Foundations

DESIGN:
SOME
INSPIRATION



Façade Improvement - Minor



Façade Improvement - Major



After



Warehouses Become Apartment Complexes



Large White Elephants:
Old Hotels/Department Stores



New Life as Mixed-Use Facilities



Vacant Department Store Becomes City Hall



School/Department Stores Become Libraries



Even Non-historic Buildings Take on New Life Too!



Entry Corridor Example - Before



Entry Corridor Example - Photosimulation



Entry Corridor Example –
After VDOT 6-year plan funding



Street Patterns - Cameron Street Winchester



Street Patterns - Cameron Street Winchester



Pedestrian Movement - Crosswalks



Crosswalks and Planters



Crosswalks and Planters Potential



Streetlights



Planters & Hanging Baskets



Banners and Wayfinding



Parks, Plazas and Open Spaces



Parks, Plazas and Open Spaces



Parks, Plazas and Open Spaces



Parks, Plazas and Open Spaces



Public Art – Tell the Story of Your Community



Public Art - Seasonal



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Transformational Strategies

Thank You

V I R G I N I A
MAIN

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street